

# The Fangirl Effect: Kanzler Goes Viral with Nicholas Saputra

by CENTRAL | 08 May 2023

Behind the chicken nugget commercial everyone's talking about.

Jakarta, 8 May 2023 - Leading FMCG brand Kanzler taps Jakarta based [AdsON Asia](#) (part of FAB Indonesia) to lead ideation and conceptualization of their latest commercial for their new line of crispy chicken nuggets. The ad has quickly become a fan favorite, with viewers gushing over the *Ada Apa Dengan Cinta* (What's Up with Love) star's very rare appearance as he cooks up a storm in the kitchen. The campaign's out-of-home assets, which can be seen throughout the city of Jakarta, have also captured the attention of passersby, further boosting the brand's exposure and buzz online.

"We are thrilled to see such a positive response for the Kanzler commercial with Nicholas," said **AdsON Asia's Creative Business Director, Angel Roberty**. The ad showcases the brand's new line of "extra-meaty and extra-juicy" chicken nuggets layered with signature crispy bubble crumbs, highlighting exceptional food shots and warm expressions of Saputra. Its sprawling out-of-home assets, on billboards and public transportations in some of the busiest spots in the city, features a smiling Saputra with the text "*Hati-hati di jalan*" (translated as "be careful on the way") or "*Mau kemana?*" (translated as "where are you going?") - a rare feat for the actor, who is known for his cool and mysterious demeanor.

"Commonly [the] brand ambassadors for such products are professional chefs, or moms with their children, and so when we got this account we wanted to go out-of-the-box, [to] create a fan-girling effect which is unheard of for FMCG commercials," Roberty recalls, when proposing the elusive heartthrob as their top choice to the brand's team. "We thought, what better way to do just that than to have one of the most recognizable, [and] eligible bachelors in the country to do it, and launch it just ahead of the holy fasting month."

Since its launch, social media has been flooded with tweets and Instagram posts of the campaign, reaching 120,000+ views on Kanzler's official YouTube account alone. One tweet read, "The only YouTube ad I won't skip is the Nicholas Saputra with Kanzler ad..", another saying, "Everytime I see the Kanzler nugget all I can think about is Nicholas Saputra". Not to mention the roster of celebrities, including ex female co-stars Titi Kamal, Sissy Prescillia, and Wulan Guritno, who've since started posting the product online in support of Saputra.

Click [here](#) to see the full ad.

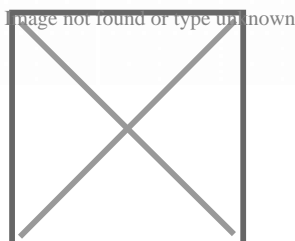
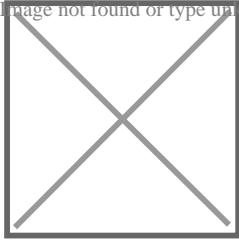


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## **Credits**

Advertising Agency: AdsON Asia x What If Asia

Creative Business Director : Angel Roberty

Producer : Melly Damayanti

Audio & Visual Head : Yohoki Ovick

Senior Art Director : Yohoki Ovick

Copywriter : Pradhaneswara Vikramandaru

Account Team : Rizkita Andarini, Indah Alya

Production House : Kemistri Film

Executive Production : Rini Susanti

Film Director : King Voon

Photographer : Adhitya Himawan

FAB